

## Claims

1. A method for enhancing a broadcast event comprising:

a server system providing content related to the broadcast event to remote users

5 having local devices that can interpret content and process messages received from the server system to cause information to be displayed; and

during the broadcast event, the server system providing to the local devices messages that cause the local devices to display the content;

10 wherein each of the content and messages are provided at the same time to at least two different types of local devices, including two or more of personal computers, set top boxes, net top boxes, wireless computers, consoles, and hand held computers.

15 2. The method of claim 1, wherein the content and messages are sent via Internet Protocol.

20 3. The method of claim 1, further comprising, in response to an advertisement being broadcast, the server system selecting one additional advertisement from a plurality of different advertisements tailored to different users, the one advertisement being related to, and for display at the same time as, the broadcast advertisement.

4. The method of claim 3, further comprising maintaining user profiles, wherein the server system selects the one additional advertisement based on the user profiles.

25 5. The method of claim 3, wherein the server system selects the one additional advertisement based on the user's location.

6. The method of claim 1, wherein the broadcast event is broadcast over television, radio, and/or the Internet.

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7. The method of claim 1, further comprising transmitting the interactive content to the local device while the event is occurring, the content being stored for later display in response to a message after the content has been transmitted.

8. The method of claim 1, further comprising transmitting the interactive content before the broadcast event begins.

9. The method of claim 1, wherein the content is provided by downloading or by flashing.

10. The method of claim 1, wherein the messages do not include Internet addresses but are sent at the same time as Internet addresses that are used for accessing web pages with similar content, the local devices displaying content in response to the messages and not using the Internet addresses on receiving a message.

11. The method of claim 1, wherein at least two of the different types of local device are programmed to display interactive content in a manner different from each other in terms of size and/or location of content on a display.

12. The method of claim 11, wherein the broadcast content is displayed and the broadcast content and the interactive content are provided on the same display in different windows.

13. The method of claim 11, wherein the broadcast content is displayed and the broadcast content and the interactive content are provided on separate displays.

14. The method of claim 1, wherein the interactive content includes content applicable to multiple broadcast events for display during the event, and content applicable to specific events for display during the respective specific event.

15. The method of claim 1, wherein at least some of the local devices include a recording device for receiving and storing the broadcast event, the content, and the messages and associating the timing of the content messages with the programming such that the playback of the broadcast event from the recording device includes the content and messages being provided at the same relative time as during the broadcast.

16. The method of claim 15, wherein the server system is responsive to a user entering data in response to content displayed during playback of a broadcast event for providing follow-on content related to the user entering data.

5 17. The method of claim 1, wherein the server system determines the type of local device and provides information in response to that determination.

18. The method of claim 1, wherein a first type of local device is programmed to use the content from the server system in one manner and a second type of local device is programmed to use the content from the server system in another manner.

10 19. An interactive system including a server system for providing to local users messages and content related to a broadcast event, the server system maintaining multiple local advertisement messages directed toward different users or groups of users, the server system, responsive to an advertisement being broadcast with the broadcast event, for selecting one of a plurality of the local advertisements and for causing that advertisement to be displayed additionally to the user at the same time as the  
15 advertisement in the broadcast event.

20. The system of claim 19, wherein the selected local advertisement is based on the user's location.

21. The system of claim 19, wherein the selected local advertisement is based on a profile of the user.

20 22. The system of claim 19, wherein the selected local advertisement is provided to a computer and the broadcast event is to a television.